

Message Text

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ACTION ARA-14

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R 271936Z JUL 78
FM AMEMBASSY SAN SALVADOR
TO USDOC WASHDC
INFO AMEMBASSY GUATEMALA
AMEMBASSY MANAGUA
AMEMBASSY MEXICO
AMEMBASSY PANAMA
AMEMBASSY SAN JOSE
AMEMBASSY TEGUCIGALPA
SECSTATE WASHDC 9015

UNCLAS SAN SALVADOR 3886

E.O. 11652: N/A
TAGS: BEX0, ES
SUBJ: FINAL FYEPORT - EL SALVADOR PORTION TELECOMMUNICATIONS SEMINAR/
MISSION JULY 20-25, 1978.

1. SUMMARY. SEMINAR PRODUCED EXCELLENT RESULTS WITH AVERAGE 80 ENGINEERS AND TECHNICIANS ATTENDING BOTH MORNING AND AFTER-NOON SESSIONS. ATTENDANCE WOULD HAVE BEEN HIGHERKROUT, UNFORTUNATELY, FUNERAL FOR GENERAL MANAGER OF ANTEL COL. NICOLAS CARRANZA'S FATHER WAS SAME DAY AND DEINITELY AFFECTED OVERALL ATTENDANCE. SINCE SEMINAR SCHEDULED FRIDAY, JULY 21, IT WAS NECESSARY TO HAVE RECEPTION PRECEDING EVENING. THIS SCHEDULING WAS IDEAL IN THAT IT PROVIDED GOOD OPPORTUNITY FOR MISSIONCK EMBERS TO DISCUSS ANTEL PROGRAMS AND FUTURE PLANS WITH VARIOUS HEADS OF DEPARTMENTS AND ADJUST THEIRNUEMINAR PAPERS ACCORDINGLY. AMBASSADOR DEVINE HOSTED BUSINESS RECEPTION AT RESIDENCE AND DELIVERED WELCOMING REMARKS AT SEMINAR OPENING CEREMONIES TOGETHER WITH COL. JUAN ANTONIO MARTINEZ VARELA, PRESIDENT OF ANTLE. SITE VISITS SCHEDULED SATURXXEY AFFORDED ALL MISSION PARTICIPANTS OPPORTUNITY TO INSPECT EQUIPMENT IN USE AT INCATEL, TECH-
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NICAL TRAINING CENTR USED BY ALL TELECOMMUNICATIONS AUTHORITIES THROUGHOUT CENTRAL AMERICA. VISITS ALSO INCLUDED GUIDED TOUR OF CONELCA (PHELPS DODGE WIRE AND CABLE PLANTRH AND THE ANTEL EARTH SATELLITE ST-TION, IZALCO, WHICH SCHEDULED TO OPEN SETPEMBER 15, 1978. TECHNICAL BRIEFINGS ON CURRENT OPERATIONS AND FUTURE PROGRAMS OF ANTEL TELEPHONE SYSTEM, TELEX, SYSTBM, EARTH SATELLITE STATION, RURAL TELEPHONE AND OTHER ON-GOING

PROGRAMS PROVIDED OPPORTUNITY FOR MISSION PARTICIPANTS TO OBTAIN UNDERSTANDING OF FUTURE POTENTIAL MARKET IN EL SALVADOR. ADDITIONAL TECHNICAL BRIEFINGS AFFORDED INSIGHT INTO CIVIL AVIATION ADMINISTRATION AND ELECTRICITY EMERGENCY COMMISSION'S MARKET POTENTIAL FOR TELECOMMUNICATIONS.

2. STATISTICS

- A. PARTICIPATING FIRMS: 9 (REPRESENTED BY 15 MISSION MEMBERS).
- B. SALES DURING EVENT: \$150,000.
- C. PROJECTED 12 MONTH SALES: 27,300,000
- D. SALES LEADS: 27
- E. AGENT LEADS: 6
- F. AGENTS SIGNED DURING EVENT: 0
- G. AGENT AGREEMENTS TO BE SIGNED NEXT 12 MONTHS: 4

3. NARRATIVE:

SEMINAR/MISSION PROVIDED AN IDEAL OPPORTUNITY FOR OLD TO MARKET PARTICIPANTS TO FURTHER NEGOTIATE WITH ANTEL AND AN OPPORTUNITY FOR NEW TO MARKET FIRMS TO PENETRATE THE EL SALVADOR MARKET. MISSION PARTICIPANTS GREATLY APPRECIATE SUPPORT PROVIDED BY AMEMBASSY MANAGUA'S COMATT, PAT HAIGH, FOR THE DELEGATION FROM TELCOR THAT VISITED THE SEMINAR MISSION IN SAN SALVADOR.

4. COORDINATOR COMMENTS: THIS TELECOMMUNICATIONS SEMINAR/MISSION REPRESENTS THE SECOND MAJOR STEP IN OUR COMMERCIAL ACTION PROGRAM (CAP) EFFORTS TO CRACK ERICSSON'S HISTORICAL UNCLASSIFIED

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MONOPOLY OF THE SALVADORAN TELECOMMUNICATIONS MARKET. THE FIRST MAJOR EFFORT CENTERED ON A FOREIGN BUYERS' GROUP (FBG) TO INTELCOM-77. SUBSEQUENT MAJOR EVENTS INCLUDE SENDING COL-CARRANZA, ANTEL'S GENERAL MANAGER, TO THE U.S. ON AN INTERNATIONAL COMMUNICATIONS AGENCY INTERNATIONAL VISITOR GRANT, AUGUST/SEPTEMBER, 1978, AND ANOTHER SALVADORAN FBG, THIS TIME TO INTELCOM 79 IN FEBRUARY 1979. IN SUMMARY, WE ARE OFF TO A VERY GOOD START IN PENETRATING THE HERETOFORE NEGLECTED CENTRAL AMERICAN MARKET FOR TELECOMMUNICATIONS EQUIPMENT, HOWEVER, THIS IS ONLY THE BEGINNING AND CONSIDERABLE FOLLOW-UP REMAINS TO BE DONE BY U.S. TELECOMMUNICATIONS MANUFACTURERS TO ASSURE FURTHER PROGRESS.

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Message Attributes

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Decaption Note:
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